

HOW DOES MY ORGANIZATION GET INVOLVED?

Become a partner and help us spread the word. It's that simple.

The Network is not a coalition. It has no agenda other than to promote the prescription drug benefit to the general public.

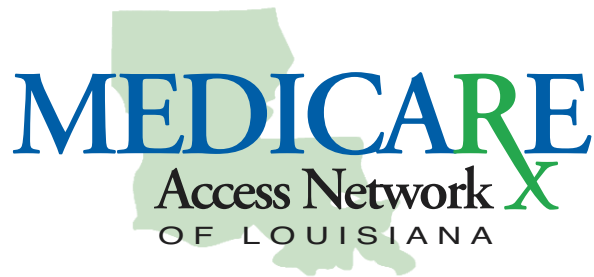
This is an action oriented outreach effort—we know you're busy and the last thing you need to do is attend a meeting for the sake of a meeting, so the focus will be on activities that actually reach Medicare beneficiaries.



For more information on this important effort, please contact:

CHERON BRYLSKI
Louisiana Women's Health Access Project
3418 Coliseum Street
N.O., LA 70115
(504) 897-6110
FX (504) 897-0778
cbrylski@aol.com

HEATHER HARPER
MARCY DELATTE
of PPARX-Louisiana
(504) 289-0489 or
(504) 251-0358
hharpercaz@aol.com
dlatte1@cox.net



Who Are We?

We're one of 50 state efforts about to launch in September and we're organized nationally under the auspices of the Medicare Rx Education Network. Maybe you've seen our television ads. Here in Louisiana, we're a network of locally based healthcare, social service and professional organizations and we've come together to educate beneficiaries and their caregivers about the new Medicare prescription drug benefit.

Why Now?

Because the enrollment period begins on November 15th and we want everyone eligible for Medicare to know about this important new benefit AND take advantage of it. Since there is real economic value to enrolling early in this benefit, we believe that now is the time to begin outreach to seniors.

What Kinds of Outreach Will the Network Do?

Simply put—we believe that a collective voice from the healthcare community stressing the importance of this benefit will encourage seniors and those who care for them to participate in the benefit—and that act will improve lives and pocketbooks.

To accomplish that goal, the network will:

- conduct earned media outreach such as editorial board meetings and reporter briefings with partner representatives and members of the media covering Medicare.
- hold signup rallies and enrollment events highlighting key dates and opportunities in the enrollment process.
- engage in "train the trainer" activities—ensuring that those involved in counseling seniors have all the best information.
- partner with Members of Congress as they conduct town hall meetings —encouraging their constituents to enroll.